

METHODS AND SYSTEMS FOR DEVELOPING MARKET INTELLIGENCE

ABSTRACT OF THE DISCLOSURE

Methods and systems are provided for characterizing market distribution for a business having multiple business representatives. The business is considered to be in competition with one or more competitors, each of which also has multiple representatives. Locations are determined both for the business representatives and for the competitor representatives, and these locations are used to populate one or more databases. A locator identification is assigned to each distinct location and used as a pointer within the databases. The locator identification may be unique to specific street addresses, permitting improved analysis of the market information, particularly analysis derived from the geographical distributions of the business representatives and of the competitor representatives.

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